

**“Where is  
the silver lining?”**

— \$5 billion

**“Tech spending predicted  
to fall 3% in 2009.”**  
— Forrester

In today's tough economy,  
where can you find surefire  
growth opportunities?

# 42%

Adoption of Web 2.0 apps in the enterprise

“The adoption rate of Web 2.0 technologies by IT is stronger in enterprises than it is in SMBs, with **42% of enterprise businesses** now utilizing Web 2.0 technologies.”

— Read, Right, Web

“Web 2.0 apps are creeping inside corporate firewalls, but **companies still lag consumers in adoption = Opportunity.**”

— InfoWorld

# +80%

Growth of open-source market

“Current value of the open-source database market is \$850 million, including software licensing, technical support, and services. We predict **that number will jump to \$1.2 billion** by 2010.”

— Forrester

“The current recession is driving more companies to embrace open-source database software.”

— Roger Burkhardt  
Ingres president and CEO

“Open source is becoming the hidden backbone of the software industry.”

— Forrester

+ \$42 billion  
Growth of cloud computing market

“Spending on IT cloud services is expected to reach \$42 billion by 2012, **a growth of 300%** that will in part be bolstered by the current economic crisis that began in the U.S. and is spreading around the world.”

— IDC

“40% of open-source developers plan to provide their apps as Web services.”

— M. Broersma, ZDNet

“In 2008, Google, Microsoft, and Yahoo invested \$5 billion to build out their infrastructures to sell IT through the cloud. This year, they will invest billions more.”

— Gartner

# “Who is leading the way?”

**Early adopters**

**Transformative  
enterprise  
developers**

**Web 2.0  
adherents**

**Students**

**Startups**

**Open-source  
contributors**

# “What do they want to do?”

- Evaluate technologies and solutions side by side
- Engage with their peers
- Get some hands-on exposure to new technology
- Build their community
- Roll up their sleeves and get under the hood



# CommunityOne

An open developer conference



**june 1-3**  
san francisco  
the moscone center

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“One  
heavyweight  
**geek-fest.**”

— Tim Bray, 2008 speaker

“High energy,  
**awesome!** Broad  
variety of tracks  
and levels.”

— 2008 attendee

“Great buzz and  
excitement and excellent  
presenters who **know  
their stuff.**”

— 2008 attendee

- Focuses on cloud, Web application development, and open source.
- Presents the breadth of technologies open to developers.
- After success in New York, now going bicoastal.
- Attendees propose topics and present their own work.
- They're excited about learning, interacting, and engaging with their community.

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**technically**  
speaking



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# we speak their language

**CommunityOne invests in an integrated promotion campaign that includes:**

- Email campaigns using key industry lists
- Leveraging of existing groups on Facebook and LinkedIn and all major communities with contextual keyword search
- Viral marketing and affiliate campaigns with speakers and bloggers
- Outreach to educational faculties
- Strategic alliances with major media outlets
- Print and online advertising
- Newsletter and calendar listings

**We're present in the places where developers go for information.**

# 15,000

combined audience. At a cost of

**67¢** per  
attendee.

**CommunityOne West: june 1-4**  
san francisco | the moscone center



Meet, talk and engage with  
the combined CommunityOne  
and JavaOne<sup>SM</sup> conference  
audience of 15,000.

## **pavilion hours**

### **monday**

**3:00 pm – 7:30 pm**

reception: 6:00 pm – 7:30 pm

### **tuesday**

**11:30 am – 7:30 pm**

reception: 6:00 pm – 7:30 pm

### **wednesday**

**10:00 am – 4:30 pm**

dedicated: 11:50 am – 1:30 pm

### **thursday**

**10:00 am – 2:00 pm**

dedicated: 11:50 am – 1:30 pm

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# participate

## CommunityOne: It's looking cloudy.

Interact with and get your message out to the thousands of developers and deployers who will be attending CommunityOne West. Here's the forecast:

- **Education:** A cloud platform track, lightning talks and a hands-on lab.
- **CloudCamp Unconference:** At CloudCamp, end users, early adopters and vendors interact and share their thoughts in open discussions to advance the state of cloud computing.
- **Pavilion Area:** Cloud Zone is a dedicated area for attendees to explore and evaluate Cloud computing tools and services.

**Get noticed.** Dozens of business and technology press and analysts covered the cloud announcements at CommunityOne East — even more are expected at CommunityOne West. Join us and start making some rain for your cloud-focused business.



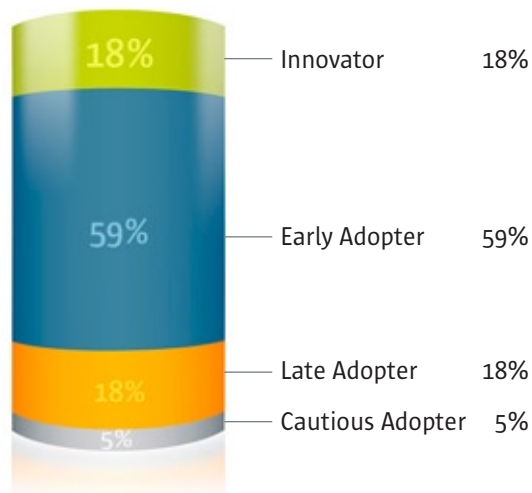
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# west influencers

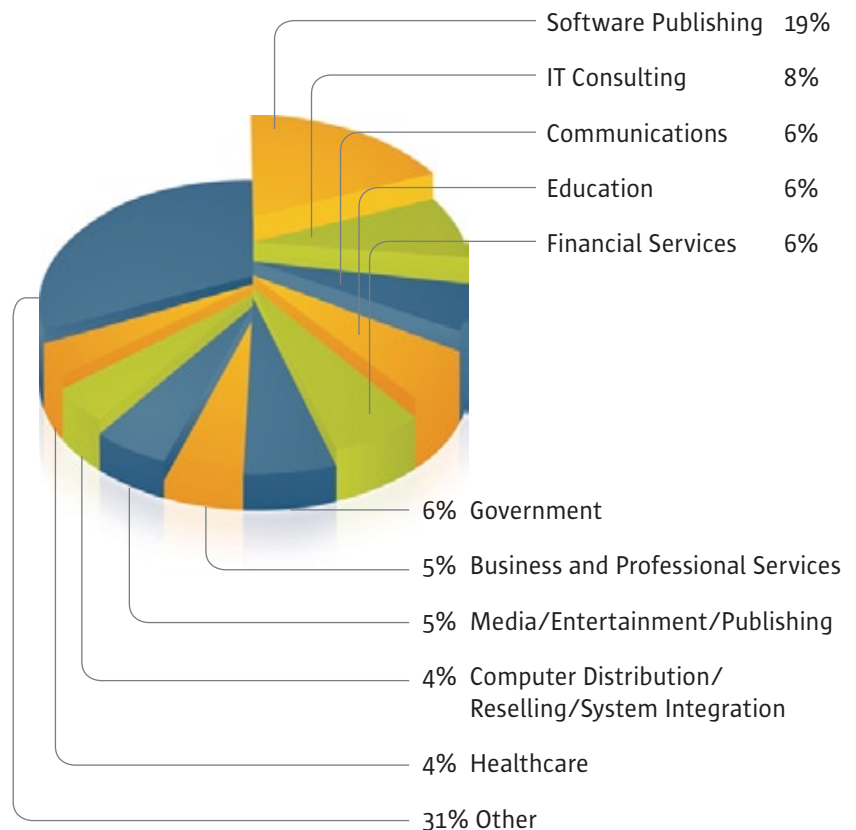
## attendee technology adoption



## sample job titles

Software engineer	31%
Developer	16%
Software/systems architect	14%
Business Manager	6%
Student	8%
Project/team leader	4%
CTO, CIO	2%
Departmental development manager	1%
IT, MIS VP/Director	4%
First line development manager/supervisor	1%
Systems analyst	1%

## primary area of interest



# CommunityOne

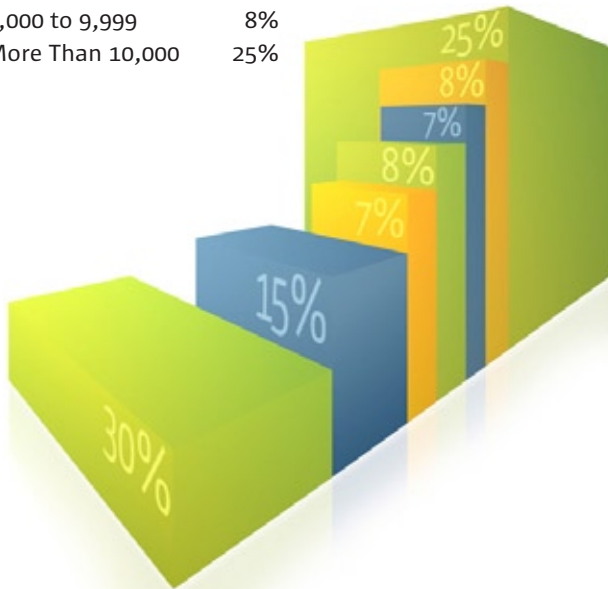
An open developer conference



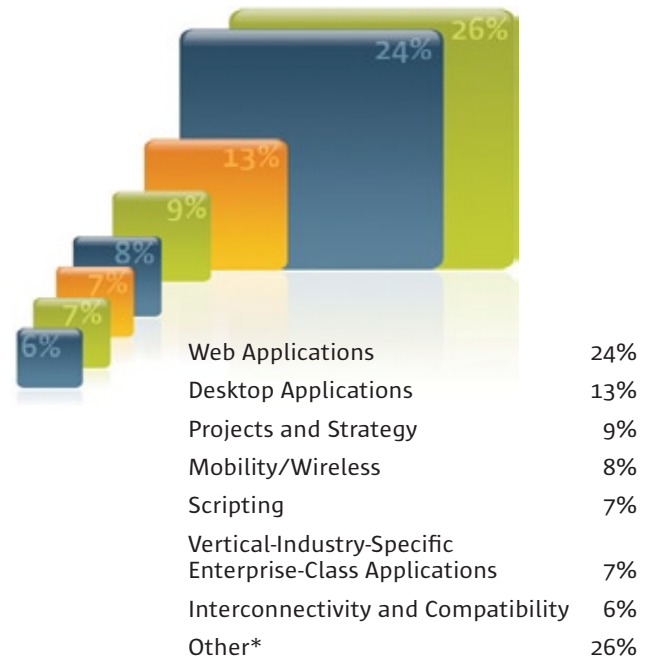
# west cutting-edge

## company size

1 to 99 Employees	30%
100 to 499	15%
500 to 999	7%
1,000 to 2,499	8%
2,500 to 4,999	7%
5,000 to 9,999	8%
More Than 10,000	25%



## application development focus



\*Includes Embedded Systems, Consumer Electronics, Gaming, Databases, and Web and Application Servers.

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# cloud startup

(\$2,500)

## access

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- **Exhibit Staff Passes**  
Two (2)
- **Discount**  
Your customers' employees receive an additional \$100 discount off the current registration list price for JavaOne

## exposure

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- **Company Name**  
Included in conference marketing materials
- **Web Site**  
Company name and link to your Web site displayed on the startup page of the Conference Web site
- **Inclusion in Conference Guide**  
Company Name
- **Comarketing Web Banners and HTML Email Template**

## interaction

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- **Demo Kiosk**  
One (1)
- **Stool**  
One (1) per kiosk
- **Standard Black Carpet**  
(Custom carpet not available)
- **Color Company Logo**  
On header with participation level callout
- **Available Panel**  
For graphic opportunity; creative produced and supplied by sponsor
- **10-AMP Electricity Drop**  
One (1) per kiosk
- **IP Address**  
One (1) per kiosk

## expand

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Need something more? Explore the inventory of marketing promotional opportunities (MPOs) that add emphasis to your presence and drive your return on investment. We also welcome your custom ideas, specific to your goals and objectives.

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mpos



<b>PRESS 1:1 MEETING ROOM</b> Meeting room onsite with CommunityOne conference press and analysts. Sponsor responsible for inviting press.	\$1,000 per 2 hour-block
<b>PRESS CONFERENCE ROOM</b> Dedicated conference room to meet with CommunityOne conference press and analysts. Sponsor responsible for inviting press.	\$1,000 per hour
<b>CONFERENCE PEN</b> Company logo (one color) on the pen, distributed to all attendees in the conference bag.	\$8,000
<b>HOTEL ROOM DROP</b> Sponsor-provided item to be dropped outside of 2,000 conference hotel rooms on one of three conference dates. Promotional item is subject to Sun approval.	\$8,000
<b>BANNERS</b> Have your banner hung in one of many high-visibility areas. Sponsor to provide banner; Sun to approve creative and placement.	\$10,000
<b>HOTEL KEY CARDS</b> Sponsor logo to be included on cobranded hotel key cards that will be distributed to 2,000 conference hotel rooms.	\$10,000
<b>PAVILION MASSAGE STATION</b> Sponsorship of massage station in the Pavilion. Area will include signage, three (3) massage therapists, and space for sponsor literature. Therapists wear sponsor-branded shirt (price is per day).	\$7,000
<b>VIDEO WALL COMMERCIAL</b> Includes a 60-second spot on conference video wall, which is located in a high-traffic area. Sponsor videos will operate during Pavilion hours for duration of the conference. Video subject to Sun approval. Sponsor responsible for all production-related costs.	\$7,000

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## PAVILION MEETING ROOMS

\$7,500

Access to a 10 x 10 meeting room on the Pavilion floor for the duration of the conference. Meeting room includes a table, four (4) chairs, wireless Internet access, a power drop, and signage. Meeting room customization available—inquire prior to purchase.

**NOTE:** Open during Pavilion hours only.

## COMMUNITYONE BAG INSERT

\$12,000

Distribute your company's advertising directly into the hands of every conference attendee. You'll gain exposure at the event and your message will travel home with each attendee.

## COFFEE BACKPACK SERVICE BEFORE GENERAL SESSION

\$12,000

Provide attendees with hot coffee as they wait in line for the general session. Mobile staff will serve up to 1,000 cups of coffee with your branding on the cup sleeve.

## CONFERENCE NOTEBOOK

\$12,000

Company logo on the front cover of the conference notebook, distributed to all attendees in the conference bag.

## LANYARD

\$20,000

Sponsor logo on the conference lanyard, which is given to all CommunityOne conference attendees.

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# mpos

looking for something a little different? try one of these . . .

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## BIKE TO COMMUNITYONE SPONSORSHIP

Call for Price

Each year attendees are encouraged to bike to the CommunityOne conference in a continuing effort to protect the environment. Sponsor the bike valet service with the San Francisco Bike Coalition. Sponsorship includes Web site promotion and email communication preshow, as well as onsite signage and branded valet tickets.

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## FLOOR GRAPHICS

Call for Price

A unique branding opportunity at the CommunityOne conference. While attendees are standing in line for coffee or milling about in the Conference halls, these floor graphics can help drive traffic to your booth. Sun to approve creative and placement prior to purchase of MPO.

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## FOOD AND BEVERAGE OPPORTUNITIES

Call for Price

Treat attendees while driving traffic to your booth with one of these custom food opportunities: Cappuccino Cart, Cookie Cart, Popcorn Cart, Smoothie Cart, Soft Pretzel Cart. Opportunities are available for single or multiple days.

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## PAVILION LOUNGES

Call for Price

Sponsor-branded lounges on the Pavilion floor. Lounge to include specialty furniture, signage, and sponsor literature.

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## COMMUNITYONE BEER BASH

Call for Price

Sponsorship opportunities for the 2009 conference reception. Various branding opportunities available to meet your branding and budgeting requirements.

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## SPONSORSHIP OF THE CONFERENCE GAMING ZONE

Call for Price

The gaming zone is always a hit with conference attendees. Sponsorship includes signage throughout the gaming zone.

# CommunityOne

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Find your next prospects  
and customers in  
a vibrant, growing  
developer community.

## Come be a part of CommunityOne!

For more information, contact:

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